

# **MINUTES**

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, JULY 20, 2006  
7:30 PM

## **CALL TO ORDER AND ROLL CALL**

Chairman Kelly called the meeting to order at 7:30 p.m.

Present: Commission Members: Autorino, Dahlberg, Lindsey, Wetzork and Zuppan

Absent: Commission Members Schmitz and Stieg

Vacancies: One

Staff: Jennifer Ott and Rosemary Valeska

## **MINUTES**

### **1. Minutes of the Regular Meeting of June 15, 2006**

Motion (Wetzork), seconded and unanimous (with abstention by Kelly) to approve the minutes of the Regular Meeting of June 15, 2006 as submitted.

## **CONSENT CALENDAR**

(None)

## **ORAL COMMUNICATIONS - PUBLIC**

(None)

## **UNFINISHED BUSINESS**

(None)

## **NEW BUSINESS**

### **2. Introduction of Police Chief Walter Tibbet**

Ms. Ott introduced Chief Tibbet. Chief Tibbet gave a brief recap of his professional background and commented favorably upon how Alameda has evolved since his previous employment here. The Commission welcomed the Chief and thanked him for coming to the meeting.

Commission Member Wetzork used this opportunity to thank the Alameda Police Department for their continued cooperation with the annual Run for the Parks event.

3. Status Report Regarding Bridgeside Shopping Center

Ms. Ott reported that in addition to the tenants listed in the written staff report, leases have been signed with Pet Food Express, Cheesesteak Shop, Aloha Hawaiian Barbecue, a beauty supply store, and a UPS store. There are still leases pending for some of the smaller spaces in the center. The Commission Members expressed concern that the type of tenants promised in the original developer presentations was not being delivered, e.g., there are no local businesses listed. The Commission Members also wanted to know what restaurant tenants were planned for the food court area. Staff was requested to ask a representative of the developer to appear before the EDC to address these concerns. Ms. Ott stated that she would follow up on this. This item was presented for information only; no EDC action was requested.

4. Status Report Regarding the Film Commission

Ms. Ott relayed information provided by Sue Russell, the City's Film Liaison. The Marketing Subcommittee of the Film Commission had met the previous day and had identified the following work priorities:

- Website development
- Plan a bicycle tour for scouting agents
- Develop a brochure
- Develop a DVD promoting Alameda

Commission Member Wetzork stated that it was important that the EDC be kept regularly informed regarding the work of the Film Commission. He also asked if Film Commission Chair Dave Duffin could be scheduled to appear at a future EDC meeting. Ms. Ott stated that she would follow up on this. This item was presented for information only; no EDC action was requested.

5. Status Report Regarding the 626 Buena Vista Avenue Project

Ms. Ott relayed information provided by Rachel Silver, the City's Housing Development Manager. On July 24, the Planning Board will accept public comment and then continue this item to the August 14 meeting in order to allow time for additional neighborhood outreach. Ms. Ott stated that the EDC would be provided with information regarding Habitat for Humanity as well as resale restrictions on the Habitat units. This item was presented for information only; no EDC action was requested.

## REPORTS

### 6. Oral Report: Commission Member Wetzork – Chair of the Economic Development Strategic Plan Update Subcommittee

Commission Member Wetzork stated that there had been no subcommittee meetings and had nothing new to report. Ms. Ott reported on the community wide survey being developed by consultant, Strategy Research Institute. The final draft of the survey will be brought before the subcommittee for their review and comment. Report accepted.

### 7. Oral Report: Commission Member Schmitz – EDC representative to the Multi-Modal Transportation Task Force

No report due to Commission Member Schmitz's absence.

### 8. Oral Report: Commission Member Wetzork – EDC representative to the Pedestrian Task Force

Commission Member Wetzork stated that there had been no subcommittee meetings and had nothing new to report.

## WRITTEN COMMUNICATIONS

### 9. *Redevelopment – Building Better Communities* – June 2006

## ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Ms. Ott reported that on July 18, City Council voted for the City to participate in the Alameda County Climate Protection Project. A City task force is being created that will include one seat for an EDC Member. Ms. Ott recommended that the Chair make an interim appointment until an official appointment could be agendized for the August 17 EDC meeting. Commission Member Autorino volunteered for the interim appointment, which was accepted by the Chair. Chairman Kelly stated that an official appointment would be made at the August 17 EDC meeting.
- Ms. Ott reported that on July 26, a Special Joint Meeting of the CIC and City Council would be held to review several recommendations by staff relating to the theater project, including the approval of contracts with Overaa Construction for the parking garage and historic theater rehabilitation. Construction is expected to begin by late September.
- Commission Member Wetzork reported that Sunday, August 6 would mark the 25<sup>th</sup> anniversary of Run for the Parks – volunteers are needed.
- Commission Member Wetzork distributed to all present the new Friends of the Parks brochure, which is part of this group's public awareness campaign. Comments are encouraged.

- Commission Member Dahlberg inquired about the activities of Transportation Commission. Chairman Kelly requested that an update be provided.

ADJOURNMENT

The meeting was unanimously adjourned at 8:09 p.m.

Respectfully submitted,

Jennifer Ott  
Development Manager

JO:rv